



Campaign Leader Handbook

2010

CHRISTINE O. GREGOIRE
Governor



STATE OF WASHINGTON
OFFICE OF THE GOVERNOR

P.O. Box 40002 ♦ Olympia, Washington 98504-0002 ♦ (360) 753-6780 ♦ TTY/TDD (360) 753-6466

Message from the Governor

As the Campaign Chair of the Washington State Combined Fund Drive, I want to thank you for volunteering your time to this great program. Because of you, the CFD has become one of the most successful public workplace giving programs in the nation, raising millions of dollars to improve lives and strengthen communities.

This year marks our 26th campaign. Last year, we faced economic challenges that we have not seen before. Yet, in spite of those challenges, state employees raised more money in 2009 than they did in 2008. It was possible, thanks to your hard work.

This year our goal is to raise more than \$6 million and have a participation rate of 25% – which is attainable if only 5,000 new donors give an average of \$2 per month. I encourage you to evaluate your workplace CFD campaign to see how we can meet this goal. What a remarkable impact this would have on food banks, homeless shelters, programs for youth and the elderly, the environment, the arts and many other worthy causes.

Again, thanks for all you do to serve our community. Your participation is key to making a world of difference locally, nationally, and around the world.

Sincerely,

A handwritten signature in blue ink that reads "Chris Gregoire".

Christine O. Gregoire
Governor

Table of Contents

Section 1: About the Combined Fund Drive	1
A. History and Purpose	1
Our mission:	1
24 Years of Growth.....	1
Is it ETHICAL to use state employee time on the CFD?	1
B. How Does the CFD Work?	1
Activating Online Accounts.....	2
When are Donations Deducted From Paychecks?	2
C. CFD Charities.....	2
Charity Application Process.....	2
Invite a charity to become a CFD Member	3
Section 2: Being a Campaign Leader	3
A. Working with People	3
B. Planning	3
C. Communication.....	3
D. Administrative Duties	3
Section 3: Running a Successful Campaign	4
A. Important Dates to Remember	4
B. Campaign Planning Checklist	4
C. Best Practices.....	5
D. Communication and Marketing.....	6
E. Campaign Resources	7
Section 4: Special Events & Fundraisers.....	8
A. Are Raffles Ethical?	8
B. Can I Solicit a Business for my Fundraiser?	8
C. What do I do with Fundraiser Cash and Checks?.....	8
Section 5: Paperwork.....	10
Contribution Form	10
Section 6: The CFD Web Site.....	10
A. Volunteer Account.....	10
B. Manage Local Coordinators	11
C. Order Supplies	11
D. Reports	11
E. Donor Accounts.....	11
Appendix.....	13

Section 1: About the Combined Fund Drive

A. History and Purpose

Created in 1984 the Combined Fund Drive (CFD) was established to consolidate the numerous charitable fundraising campaigns being conducted on state work-sites. In short, the purpose of the Combined Fund Drive is to provide one avenue through which Washington State employees can raise money for charities.

Our mission:

"Empowering Washington public employees and retirees to strengthen communities through the funding and support of charities."

25 Years of Growth

- In 1984, a total of 16,200 contributors raised \$1.2 million for 850 different charitable organizations.
- In 2009, approximately 18,000 employees pledged more than \$5.80 million to over 2,600 charities.
- State employees have contributed more than \$94 million through the CFD since the program's inception. Washington State's charitable giving program is one of only four states in the nation to exceed \$5 million in pledges.

Is it ETHICAL to use state employee time on the CFD?

YES! The CFD is as an official part of state business. In other words, state law allows you to run a CFD campaign in your office during normal business hours. For more details please refer to the CFD web page (www.cfd.wa.gov) for links to the *Washington Administrative Code (WAC) Title 357, Chapter 357-55* or read the Executive Ethics Board opinion in the back of the handbook.

B. How Does the CFD Work?

As a Campaign Leader you play a crucial roll in the success of the CFD. As the backbone of this great campaign, you help lead the effort to raise millions of dollars via payroll deduction, one-time gifts, and participation in fundraisers.

We recognize that each office has a different environment. So we ask that you have fun and run a campaign that fits the culture you work in.

Ways to Donate

You can give online or by filling out a Contribution Form. For your convenience we now offer 5 different ways to give to your favorite charity:

1. Monthly Payroll Deduction
2. One-Time Payroll Deduction
3. Limited-Time Payroll Deduction (web only)
4. Recurring, Limited-Time Payroll Deduction (web only)
5. Personal Check

Payroll deduction is the easiest way to give monthly donations to charities.

2010 Campaign Leader Handbook

Activating Online Accounts

To make donation through the CFD's online system it is required that all donors first activate their account.

Why activate?

1. Donors gain secure 24hr access to their donor account
2. Donations can be changed at any time
3. Passwords are created by the donor
4. Donors can view donation history from 2008 onward
5. Limited-Time payroll deductions are only available online

Must an online account be activated in order to give with a paper Contribution Form?

No. The form will be processed by the CFD office staff if a donor prefers to give with a paper form.

When are Donations Deducted From Paychecks?

Online Donations -

The donor is able to choose the start date for payroll deduction when donations are made online.

Contribution Forms -

1. When forms are submitted during the campaign season (September - December): Payroll deductions start on the first pay period of the new year.
2. When forms are submitted outside the campaign season (January - August): Payroll deductions begin at the next possible pay period.

Administrative Costs

There is a cost to running the CFD. Traditionally we have been able to keep administrative costs low enough so that at least 100% of a donation is passed onto the charity. In these tough economic times the CFD will do everything possible to keep costs low and to pass on as much money as possible to the charity. In 2009 the administrative cost for running the CFD was 8.25%. For updated information about our administrative costs please go to our web page and click the "CFD Admin %" link.

Benefits of giving through the CFD

1. Donations accrue interest in the state treasury.
2. Our efficient distribution process helps to lower fundraising costs for charities.
3. Charities are screened before becoming a member of the CFD.
4. Our new online giving tool allows each donor secure access to their own donation account.
5. Donations are tax deductible.

C. CFD Charities

There are over 2,800 approved charities in our campaign. These charities serve a variety of needs locally, nationally and around the world.

Charity Application Process

Any charity wanting to be a member of the CFD must submit an application. They must meet certain criteria like having a 501(c)3 or 170(c)1 status and being registered with the Secretary of State. Please refer to "Charities/ Federations" section of the CFD web page for more information.

Invite a charity to become a CFD Member

If a donor cannot find their favorite charity in our listing it may mean that an application has not been submitted to our office. In this case a donor can invite this charity to become a member of the CFD. This can be done by clicking the “invite a charity to become a member of the CFD” link on the Charity Search section of the web site. From there, the charity will need to go through the application process before becoming a member of the CFD.

Section 2: Being a Campaign Leader

The primary goals of a Campaign Leader are to develop a culture of giving, effectively communicate with all employees the benefits of giving through the CFD, and provide them an opportunity to give. Successful Campaign Leaders are enthusiastic, creative and are able to work well with others. Your responsibilities include, but are not limited to:

A. Working with People

- Oversee agency wide campaign efforts
- Recruit volunteers (Local Coordinators) to support you and the agency effort
- Recognize the volunteers that help with the campaign

B. Planning

- Attend training
- Develop and implement a campaign plan that fits the culture of your workplace
- Train your Local Coordinators
- Become familiar with the CFD's online tools
- Order campaign supplies through the CFD web site
- Meet deadlines

C. Communication

- Develop a plan that uses different ways to promote the campaign
- Use promotion/marketing material provided by the CFD
- Communicate a consistent CFD message throughout your workplace
- Answer CFD related questions from employees and volunteers
- Ask charities to speak at staff meetings or CFD events

D. Administrative Duties

- Make sure you're up to date on campaign procedures
- Understand and follow cash handling policy for depositing fundraising money
- Manage, collect and process paperwork
- Distribute final results to management and Local Coordinators
- Review/analyze your campaign performance and results
- Summarize final information so it can be readily available for the next campaign

Section 3: Running a Successful Campaign

A. Important Dates to Remember

Campaign Leader Training	April 30, 2010	Campaign Kickoff	September 13, 2010
Local Coordinator Training	July – September 2010	Campaign Results available at cfd.wa.gov	Ongoing
CFD Mails Campaign Materials	August – September 2010	Campaign Leader Appointments for next campaign	January 2010

B. Campaign Planning Checklist

Task	Due Date	Complete
Recruit your team	May 1 – June 15, 2010	
Start planning your campaign	June 15, 2010	
Set up local coordinators and order supplies via the web site	June 30, 2010	
Obtain leadership support	June 30, 2010	
Train your Local Coordinators	July – Aug. 2010	
Run your campaign	Sept. - Nov. 2010	
Send all forms to CFD office	November 30, 2010	
Thank employees and volunteers	Ongoing	
Nominate volunteers for county/state awards	December 15, 2010	
Transfer fundraiser dollars to the SOS finance office	December 15, 2010	
Share results and evaluate your campaign	January 2011	
Recognize your volunteers and donors	Dec. '10 – Feb. '11	
If available, attend recognition event in your area	Early 2011	

C. Best Practices

Best practices are defined as “A technique or methodology that, through experience and research, has reliably led to a desired or optimum result.”* Over the past 24 years we have figured out that there are a few things you can do to get the most out of your time and energy. Follow the suggestions below and you will be well on your way to a successful campaign.

Management Support

- **Executive Sponsor** - Work with your Director/President to identify an “Executive Sponsor” in your workplace who can advocate for the CFD. Their involvement will go along way in setting a CFD friendly atmosphere in your workplace.
- Communicate with all management levels regarding your role as a Campaign Leader.
- Ask your leadership if you can do the following: volunteer training, planning meetings, special events and charity presentations.
- See if the Director and managers will agree to do something special, silly, funny, etc., to motivate employees or if your agency or department exceeds campaign goals.

Develop a Plan

- Review past campaigns to identify strengths and areas for improvement.
- Evaluate your agency’s culture to determine what will work well.
- Develop a campaign strategy and timetable.
- Work with management and volunteers to establish measurable goals.
- Consider campaign award and recognition criteria when setting your goals.
- Begin planning early and assign specific responsibilities with completion dates.

Recruit a Team

Asking reliable friends and colleagues to assist you in running the campaign will make your job easier. This team, made up of **Local Coordinators**, is there to support you with the campaign. Here are some things to consider when putting your team together.

- Successful Local Coordinators are enthusiastic, positive, well respected and are comfortable asking employees to get involved.
- Recruit a diverse team that represents all groups in your workplace.
- We recommend one local coordinator for each office or one coordinator for every 50 employees.
- Make sure that your volunteers understand that the CFD is a part of state business and how it works.
- Promote the benefits to being a Local Coordinator:
 - o An opportunity to help others.
 - o Development of skills in planning, organization, oral presentations, written communication and evaluation.
 - o It looks great on your resume.

Make the Ask

- Train your Local Coordinators on how they can most effectively “Make the Ask”.
- Staff meetings and special events are great places to “Make the Ask”.
- We ask that you set a goal of asking 100% of your colleagues to participate in the CFD.
- It’s good to “Make the Ask” while the energy level is high in your workplace.

*Best Practice definition from Dictionary.com

2010 Campaign Leader Handbook

Recognition

Our surveys show that 50% of Local Coordinators don't "want" or "need" recognition for their hard work. However, it sure is nice to be recognized for a job well done. Here is a list of ways to thank your Local Coordinators.

- Recognize your team at a staff meeting
- Thank your Local Coordinators in your workplace newsletter
- Personally write thank-you cards to each of your volunteers
- Certificates are always a good way to go (check out our web page)
- Have a post campaign recognition meeting/event
- Where available, encourage the entire team to attend CFD Recognition and Awards Celebrations
- Display final campaign results and campaign awards received
- Work with leadership to send a letter of appreciation for all of those who participated in the CFD
- Give creative gifts like:
 - o Thanks for raisin' the dough! Give a small box of raisins wrapped in play money
 - o "You are a LIFESAVER!" Give Lifesaver candy with a thank-you note
 - o You take the cake!" Give a cupcake with a card saying you "take the cake"

D. Communication and Marketing

Since each agency/campus has a unique culture we ask that you craft the following messages in a way that is meaningful and relevant to employees in your workplace.

Key Messages

One-Stop-Shop

- The CFD provides one place for you to do all of your charitable giving
- Over 2,800 charities to choose from
- Secure 24hr. access to your online Donor Account
- Donate online at any time from anywhere in the world
- Choose from any of the 5 donation options available
- Make a donation "In Honor" of or "In Memory" of a loved one

Give Locally or Globally.

- Our combined efforts go a long way in strengthening our local, national and international communities.
- Your money goes where you want it to.
 - o If you give to a cause in Eastern Washington, it stays in Eastern Washington. If you give to a group working in Central Africa, Louisiana or in your backyard, your donation supports the great work being done in those areas.

Secure, Convenient and Efficient

- The latest technology is used to encrypt and protect your donation and account details.
- The CFD's new web site provides enhanced search, giving and donor account features.
- Charities go through a screening process to ensure that they meet the high standards set by the CFD before they are included in the campaign.
- If you choose, your donations can be kept anonymous.

Marketing and Promotion

Here are a few things you can do to simply and successfully promote the CFD in your workplace.

- Keep your message simple and constant.
- Say your message a lot of times but in different ways.
- Make your message memorable.
- Familiarize yourself with the advantages of the CFD program, and needs in your community.
- Creatively communicate a consistent CFD message throughout your workplace.
- Use promo/marketing material provided by the CFD.
- Schedule a time during an existing meeting to talk about the campaign.
- Invite charity speakers to meetings or special events.
- Ask a coworker to share a story of how they or someone they know was helped by a charity.
- Host imaginative and fun events that promote the CFD.
- Report to your management and co-workers your progress throughout the campaign.

E. Campaign Resources

Check out everything that is available at your fingertips to help you run a successful campaign.

CFD Staff

A listing of CFD staff available online.

County Committees

There are committees in counties with a large state employee presence.

Charities

The campaign assistance that is listed below is generously provided by non-profit organizations including, but not limited to, the following federations: America's Charities, ArtsFund, Community Health Charities, Earth Share of Washington, Global Impact, Neighbor to Nation, United Ways around the state, and Women's Funding Alliance, which collectively represent hundreds of charities.

- Speakers for kickoff and promotional events
- Tabling special events – if you have a charity fair or recognition event
- Give-away items
- Campaign event planning and assistance
- Facts and figures about the value your donations make
- Stories/photos
- Materials for newsletters.

Campaign Supplies

The CFD office will provide virtually everything you need to run your campaign. Please refer to section 6 (page 11) of this handbook to learn more about how to order these supplies through our web page.

Limited Campaign Promotional Funds

The CFD may have funds available for promotion of your campaign. These funds may be used at the Campaign Leader's discretion for an agency event or recognition at the end of the campaign. The CFD does not provide these funds to you in advance and these funds cannot be used to offset fundraiser expenses. When you purchase goods

2010 Campaign Leader Handbook

(i.e. muffins and coffee for a kickoff event) please send your A-19 with the original receipt and mark on the A-19 CFD Kickoff/Recognition expense and your agency name. More information will be available when the CFD budget is approved.

State Funds & Resources

The use of state resources is allowable to run the CFD campaign. The amount of resources is left to the discretion of the agency director or higher education president.

Section 4: Special Events & Fundraisers

Kickoff events and fundraisers are a terrific way to raise awareness for the CFD. The amount of time you spend to plan events is determined by your agency director or president. They have the discretion to use state resources, which include state employee time, equipment, and funds. All proceeds from fundraisers will be added to your campaign total when you transfer the funds raised to the CFD by December 16th.

Remember: It's important to make sure that your fundraising events are profitable

A. Are Raffles Ethical?

YES! RCW 9.46.0209 allows state employees to conduct raffles. One very important piece of this law states that raffle tickets cannot be sold outside of your workplace. So please be diligent to only sell tickets to employees that work within your agency. Read RCW 9.46.0209 for more information on raffles in the workplace.

B. Can I Solicit a Business for my Fundraiser?

It is encouraged that state employees do not solicit local business as an agency employee for prizes. We recommend that you work with your management to determine the agency's procedures soliciting businesses or contacting vendors. Please make sure your Local Coordinators are aware of these procedures. If your agency approves limited solicitation please be aware some companies have specific instructions on how they wish to be contacted for solicitation by charity, and a limited time of year they will accept requests.

The CFD office is available to provide a solicitation letter on CFD letterhead to help with the solicitation process.

In Kind Donations

The CFD is able to provide a tax deduction for "In Kind" donations toward CFD events. You can find a donation receipt in the volunteer section of the our web page.

C. What do I do with Fundraiser Cash and Checks?

CFD requests that your agency or campus take every step necessary to properly handle cash and checks that come in during the campaign. Especially money that comes in during fundraisers. Please carefully read the following information to ensure that everything is handled correctly.

Cash Handling Policy:

The Office of the Secretary of State (SOS) and the Office of Financial Management (OFM) have developed a policy for handling cash and checks collected at CFD fundraisers. This policy is available in the appendix of this handbook. While your workplace may have internal procedures for handling cash deposits, it is *very important* to remember that all cash and checks (payable to the CFD) collected at a fundraising event be deposited by the next day, unless you have secured a waiver from OFM.

Never send cash to the CFD office. Cash and checks collected at fundraising events must be deposited by your finance office. Additionally, the CFD no longer accepts checks made directly payable to a charity. If you receive a check like this please return it to the donor and ask them to write out another check to the CFD or have them send it directly to the charity.

UPDATED FUNDRAISER PROCEEDURE !!!

If you are having a fundraiser this year then please carefully follow these important steps so we can count your efforts towards your agencies campaign totals.

1. Identify your agency finance office contact and provide them with a copy of these procedures.
2. Deposit fundraiser dollars as you collect them by the next day into your agency's 525 account (or local fund if applicable).
3. Obtain a receipt or proof of deposit from your agency's finance office to keep for you records.
4. Hold **ALL** fundraiser dollars in your agency's account until the end of your campaign.
5. Transfer **ALL** fundraiser dollars in one transaction at the end of your campaign on or before December 16 to the SOS Finance Office, following one of the methods described below:
 - a. JV transfer – Your agency financial office must attach a copy of the Fundraiser Transfer Form to the JV and submit to the SOS finance office. Include the JV number on the Fundraiser Transfer Form;
 - b. IAP transfer – (Use SWV #0006746-04) Your agency financial office must submit a copy of the Fundraiser Transfer Form to the SOS finance office. Include the IAP batch number on the Fundraiser Transfer Form;
 - c. Check transfer – Staple check to Fundraiser Transfer Form and submit to the SOS finance office. Include the check number on the Fundraiser Form.
6. Submit fundraiser documents to SOS Finance Office by December 16th.

Mail to:
PO Box 40224 (MS 40224)
Olympia, WA 98504-0224

OR

E-mail to:
Eleanor Dovey – eleanor.dovey@sos.wa.gov

A fundraiser toolkit is available on the CFD webpage. Just click the CL's and LC's link.

2010 Campaign Leader Handbook

Deposits

The cash handling policy only applies to fundraiser events. DO NOT deposit any checks that come to you with Contribution Forms. Please gather and send all Contribution Forms and all checks, with a check log, to the CFD as soon as you receive them. The DOP cash handling policy outlines that your agency needs to deposit cash and checks payable to the CFD, received during a fundraising event, by the next day with your agency.

Reimbursements

Please follow your agency's purchasing procedures when buying anything for your campaign. Your agency will reimburse you for all CFD fundraiser expenses. Then the CFD will reimburse your agency for these expenses upon request. See page 18 of this handbook for the procedure.

Section 5: Paperwork

Important Note: All contribution forms must be received by the CFD office by November 30th to be credited for the current campaign year. If contributions and fundraisers are inputted after the campaign year the totals will not count for that campaign.

Contribution Form

Please mail all original, signed Contribution Forms to the CFD office. It works best if your Local Coordinators forward all Contribution Forms to you. Then each form can be reviewed before being sent to the Secretary of State's Office (PO Box 40250, Olympia, WA 98504). If you have a high volume of forms, please do your best to send them to us once every week or so. This will make the process of inputting the data into the system manageable for the CFD staff. If a donor's contribution is a personal check, please staple check to the Contribution Form and send in with a check log.

ATTENTION:

Do not deposit checks accompanied by Contribution Forms into the fundraising account. Even if the donor intends to use it to pay for a fundraiser event (i.e. an auction item etc.).

Section 6: The CFD Web Site

The CFD recently launched a new web site. This new site offers up the newest technology to make it easy for everyone to donate to their favorite charity. We have also made it easy to use the site to manage your volunteers, order CFD supplies, run reports and much more. Below is a description of the tools you will be using as a Campaign Leader.

A. Volunteer Account

As a Campaign Leader you will be set up with an online "Volunteer Account." You will use a link provided by the CFD along with a unique username and password to access your "Volunteer Account". This account is separate from your "Donor Account".

B. Manage Local Coordinators

Use your "Volunteer Account" to set up your Local Coordinators. This crucial step will make it possible for you and the CFD office to easily send emails to them. It will also give you the ability to order CFD supplies for each of your Local Coordinators and have the supplies shipped directly their office.

C. Order Supplies

The DEADLINE to order supplies through our web page is JUNE 30th. Please do everything you can do meet this deadline as it will allow the CFD office enough time to process these orders in time for the campaign.

D. Reports

There are a number of reports available that provide information about how your workplace is doing during the campaign. As a Campaign Leader you can access these reports when you sign into your "Volunteer Account."

E. Donor Accounts

The new web site offers up ease and convenience to those who wish to make a donation online. Please remember that ALL employees must ACTIVATE their "Donor Account" before they are able to complete their donation or view their account. This enhanced security feature apply's even to those who have been giving through the CFD for years. Why? The activation process allow us to authenticate the user and set up a password for them.

Appendix

Executive Ethics Board - ADVISORY OPINION 00-09

Use of State Resources/Combined Fund Drive

References: RCW 42.52.160. Use of persons, money, or property for private gain.

ISSUE

Does the use of state resources such as employee time, equipment, and supplies for the Combined Fund Drive violate RCW 42.52.160(1)?

OPINION

The answer is no. RCW 42.52.160(1) does not apply to the conduct of state business. The Combined Fund Drive is part of the business of the state, so RCW 42.52.160(1) does not apply. However, the amount of state resources that may be devoted to the drive is a matter left to the discretion of each agency.

ANALYSIS

This opinion concerns the Combined Fund Drive. RCW 41.04.036 authorizes voluntary deductions from the pay of state officers and employees for charity. In 1984, Governor Spellman issued Executive Order 84-13. The Order noted that there were a number of charitable fund raising drives directed at state employees. The Order sought to solve this problem by setting up one annual fund raising drive. To implement the Executive Order, in 1985 the Governor's Office adopted rules establishing the State Employee Combined Charitable Contribution Program, WAC 240-10. WAC 240-10-010(2) established the Washington State Employee Combined Fund Drive Committee. The purpose of the program was to:

- (a) Lessen the burdens of government and of local communities in meeting the needs of human health and welfare;
- (b) Provide a convenient channel through which state employees may contribute to the efforts of the qualifying voluntary health and welfare organizations providing services in the community or region where the employees live and work and overseas;
- (c) Minimize both the disruption of the state work place and the costs to taxpayers that multiple charitable fund drives have caused; and
- (d) Ensure that recipient agencies are fiscally responsible in the uses of the moneys so raised.

WAC 240-10-020(2).

The rules establish the composition of the committee. WAC 240-10-010(3). The department of personnel provides the administrative support for the operation of the committee. WAC 240-10-010(11). At present, the committee has three full-time staff members. The rules set up criteria a charitable organization must meet before being allowed to participate in the combined fund drive. WAC 240-10-040-050. The Committee is responsible for determining eligibility. WAC 240-10-055. At present, approximately 1600 charities participate in the drive.

The fund drive operates through each state agency. The committee seeks to appoint a fund coordinator in each agency. In some large agencies two employees may share the coordinator's job. The committee also tries to have a coordinator in each local office. The amount of time an agency or local coordinator spends on the combined fund drive depends on agency management. Some are supportive and the coordinator may devote a lot of time to the drive. In other agencies very little is done.

The question is whether the use of agency personnel and resources for the Combined Fund Drive violates RCW 42.52.160, which provides, in part:

- (1) No state officer or state employee may employ or use any person, money, or property under the officer's or employee's official control or direction, or in his or her official custody, for the private benefit or gain of the officer, employee, or another.
- (2) *This section does not prohibit the use of public resources to benefit others as part of a state officer's or state employee's official duties.* (Emphasis added.)

The answer is no. The combined fund drive is conducted pursuant to RCW 41.04.036 and WAC 240-10. The purpose of the drive is not only to raise money for charity. It is also designed to reduce the disruption to government that formerly existed when there were a number of fund drives. RCW 42.52.160(2) provides that the limits on using state resources in RCW 42.52.160(1) do not apply when the use of resources is part of a state officer's or employee's official duties. The Combined Fund Drive is part of the official duties of any officer or employee assigned to run the drive in his or her agency.

Although participation in the combined fund drive is part of an officer's or employee's duties, the time devoted to this task must be compatible with the officer's or employee's other duties. Thus, agency management is responsible for determining how much time can be devoted to this task.



Contribution Form

Thank you for giving to your favorite charity through the CFD. Go paperless...give online at www.cfd.wa.gov. Your current monthly payroll deduction(s) will roll over into the new year unless changed. New/updated payroll deductions and cancellations will start on the first pay period of the new year if this form is received during the campaign period (Sept. - Dec.). Otherwise, new/updated payroll deductions and cancellations will be processed at the first possible pay period. Checks will be processed immediately regardless of when this form is submitted. Please sign and return this form to your workplace CFD volunteer for processing.

This contribution form will override your existing donations.

Please completely fill in the information below. (Clearly Print)

☐ New Donor ☐ Change My Current Donation(s) ☐ Add To My Current Donation(s) ☐ Cancel My Donation(s)

Name (Last, First, MI) _____ Employee ID # _____

Agency/Campus _____ Agency/Campus Code _____ County of Work _____

Email _____ Work Phone _____

Fill in your donation information. Please make donations by check payable to the Combined Fund Drive.

Charity Name	Charity Code	Monthly Payroll Donation	One-time Payroll Donation	Donation by Check
CFD Non-Specified Fund	316854	\$ _____	\$ _____	\$ _____
		\$ _____	\$ _____	\$ _____
		\$ _____	\$ _____	\$ _____
		\$ _____	\$ _____	\$ _____
		\$ _____	\$ _____	\$ _____
		\$ _____	\$ _____	\$ _____
		\$ _____	\$ _____	\$ _____

You can invite a charity to become a member of the CFD if it is not found in our printed or online guides. You can donate to this charity after they fill out an application and are accepted as a member of the CFD. Please allow at least one month for this process to occur.

Charity Name		EIN or Tax ID #	
Address		City	State Zip
Phone	Email	Website	

Please Sign and Date - Thank You for Making a World of Difference!

X _____ date _____

(your signature is required to process donation)

☐ I wish to donate anonymously

By signing this form I understand that once started, my monthly payroll deduction will continue automatically unless changed by either completing a new Contribution Form, updating my donation account online at www.cfd.wa.gov, cancelled by checking the cancel box or by written notice to the CFD office. In signing this form I acknowledge that my donation(s) will be updated per the guidelines and information provided above. I hereby authorize the State of Washington to deduct the amount indicated from my pay provided that the amount deducted will be credited on a regular basis in support of the charities of the Washington State Combined Fund Drive as specified above.

Office of the Secretary of State (SOS) Combined Fund Drive (CFD) Fund Raising Cash Handling Policy

The Washington State Combined Fund Drive (CFD) is the program within the Washington State government through which state employees and public agency retirees can make charitable donations to nonprofit organizations. Beginning June 10, 2010, the CFD is transferred from the Department of Personnel to the Secretary of State (SOS).

This policy applies to all state agencies and higher education institutions engaged in CFD fundraising activities. It does not apply to funds received from individual employees from payroll deductions or checks written for regular CFD contributions.

References for CFD Authority: RCW (Revised Code of Washington) 41.04.033 through 41.04.039. RCW 41.04.230; RCW 43.01.050, RCW 42.52, and RCW 43.79A.040; Executive Ethics Board Frequently Asked Questions #14-19.

References for Office of Financial Management (OFM) Authority: State Administrative and Accounting Manual (SAAM) 85.50.

Safeguard CFD Funds

Agencies must establish adequate internal controls over CFD funds and fundraising activities. Suggested controls include:

- Keep cash in a locked and secured location
- Two people count cash and sign off deposit total
- Reconcile fundraiser form(s) to amount of money collected

Refer to SAAM Chapter 20, Internal Control and Auditing, for further information regarding internal controls (<http://www.ofm.wa.gov/policy/20.htm>).

Deposit CFD Fundraising Receipts Intact (no expenses deducted)

RCW 43.01.050 requires that all moneys collected must be deposited by the following business day. Therefore, gross receipts, cash, and checks written to the CFD from CFD fundraising activities must be deposited in the state treasury or in an OFM approved local fund by the day following receipt.

- **For cash receipts deposited into the State Treasury:** Deposit receipts into your agency's Account 525 (Washington State Combined Fund Drive Account) by the day following receipt unless you have a waiver approved by the Office of the State Treasurer (OST). A Waiver Request Letter template is available on the CFD website. Please contact the Cash Flow Manager at OST at (360) 902-8906 for further information.
- **For cash receipts deposited into local funds:** Deposit receipts into your OFM approved local fund by the day following receipt unless:
 - o A specific written waiver is granted by OFM, or
 - o Total cash receipts on hand are under \$500. However, local receipts must be deposited at least weekly.

CFD Reimburses Fundraising Expenses

State agencies may pay for CFD fundraising expenses out of their state budget and request reimbursement from the SOS (WAC 357-55-515). The SOS will reimburse agencies for CFD fundraising expenses. Fundraising expenses must be less than receipts.

<u>Action by:</u>	<u>Procedure</u>
CFD Campaign Leader/Coordinator	Counts and record CFD fundraising receipts with at least one other person
Agency Fiscal Office Staff	Takes CFD fundraising receipts to the agency fiscal office to deposit daily.
	Deposits intact all fundraising cash and checks written to the CFD by the next day.
	<ul style="list-style-type: none">• For cash receipts deposited into the State Treasury: Deposit receipts into your agency's Account 525.• For cash receipts deposited into local funds: Deposit receipts into your OFM approved local fund.<u>Procedure</u>

2010 Campaign Leader Handbook

Do Not Accept Checks Written to a Specific Charity

The CFD no longer accepts checks written directly to a charity. All checks received during a fundraising event must be payable to the CFD. If you receive a check written to a specific charity, return it to the donor. The donor can send the check directly to the charity or reissue the check payable to the CFD.

Transfer Fundraising Receipts to SOS and Submit On-line Fundraiser Transfer Form One-Time at End of Campaign

Transfer all fundraising receipts collected during the campaign at the end of your campaign. Make one transfer only by December 16th. If you run your campaign or fundraisers outside the fall campaign timeframe, transfer fundraising receipts and submit the on-line Fundraiser Transfer to the SOS quarterly.

All fundraiser receipts transferred to the SOS must be entered in the on-line Fundraiser Transfer. Funds will be directed to the CFD non-specified account and distributed proportionately to all charities receiving funds if your agency does not follow this process.

Funds may be transferred via the following methods:

- Journal Voucher
- Warrant
- EFT
- IAP (use SWV #0006746-04)

If you have any questions, on transferring funds please contact Eleanor Dovey, Financial Services Manager for SOS at 360-236-5049 or by email at Eleanor.Dovey@SOS.WA. If you have questions about how to submit the on-line Fundraiser Transfer, please contact Cindy Wulff, Program Specialist for CFD at 704-7144 or by email at CFD@sos.wa.gov.

CFD May Reimburse Fundraising Expenses

State agencies may pay for CFD fundraising expenses out of their state budget and request reimbursement from CFD. The SOS will reimburse agencies for CFD fundraising expenses. Fundraising expenses must not exceed fundraising receipts for each fundraising event.

Prodecure

Action by:

CFD Campaign Leader/Coordinator

Agency Fiscal Office Staff

SOS CFD Manager

SOS Financial Services

Action:

Counts and record CFD fundraising receipts with at least one other person

Takes CFD fundraising receipts to the agency fiscal office to deposit daily.

Deposits intact all fundraising cash and checks written to the CFD by the next day.

Approves agency invoices for fundraising expenses and **forwards** them to SOS Financial Services.

Reimburses agencies for fundraiser expenses.

The following resources are available on the CFD website to assist you in requesting a reimbursement:

- CFD Reimbursement Process
- Invoicing for Reimbursement
- Form A 19-1A Invoice Voucher

CFD May Fund CFD Petty Cash Accounts Within Agencies

Depending on the need, the CFD may fund CFD Petty Cash Accounts within state agencies or institutions. CFD Petty Cash Accounts may only be used for CFD fundraising costs. Establishment of CFD petty cash accounts is subject to SOS approval. Once approved, the SOS will issue petty cash funds as needed to participating state agencies and higher education institutions.

2010 Campaign Leader Handbook

<u>Action by:</u>	<u>Procedure</u>
CFD Campaign Leader	Sends a request to fund the CFD petty cash account to the CFD Office, PO Box 40250, Olympia, WA 98504-0250. Please be sure to obtain approval from your agency's fiscal office first.
CFD Program Manager	Reviews the request to fund a petty cash account, including the approved limit, and Approves or Disapproves . If <u>approved</u> , requests the SOS Financial Services office to generate a petty cash warrant. If <u>disapproved</u> , notifies the requesting agency or institution.
SOS Financial Services	Generates a CFD petty cash warrant.
Agency Fiscal Office Staff	Establishes a CFD petty cash account and deposits petty cash funds. <ul style="list-style-type: none">• For petty cash deposited into the State Treasury: Deposit receipts into your agency's Account 525• For cash receipts deposited into local funds: Deposit receipts into your OFM approved local fund..

Additional Resources are available on the CFD Website - Campaign Leaders and Local Coordinators (CL's & LC's) tab:
<http://www.cfd.wa.gov/volunteers/VolunteersIndex.html>

Local Coordinator Responsibilities

Before the Campaign

- Recruit other volunteers if they determine they need additional help, to reach all employees in their workplace. To make sure their volunteers are trained.
- Plan meetings with CFD volunteers and management in their local offices.
- Become familiar with the agency fundraising policy, ethics and solicitation rules.
- Work with Campaign Leader to determine work-site campaign goals such as a percent of participation.
- Design a plan to involve key people at their worksite (i.e. communications department, union shop steward, and the "Boss".
- Coordinate with Campaign Leader to arrange correspondence from management to staff stating support for the campaign and encouraging participation.
- Ability to explain the benefits of giving through the CFD, and the advantages of payroll deduction.
- Prepare information for employees about your community and services provided by charities.
- Know how to make polite and respectful asks (demonstrated at training). Encourage giving that is voluntary. CFD's goal is to sustain a group of well-informed, optimistic and voluntary donors.
- Be familiar with procedures for completing and routing campaign forms for your particular agency to accurately process forms.

During the Campaign

- Promote the campaign by displaying posters, CFD video and other creative means of publicity. Coordinate awareness building activities and fun events.
- Present each employee with the opportunity to participate in the CFD (100% ask). Provide information and CFD materials to co-workers one-on-one, at staff meetings, or special events to give each employee the opportunity to give.
- Provide employees with contribution forms and be educated on how to use the new online system.
- Keep the Campaign Leader/Manager/Administrator up to date.
- Serve as the CFD resource person for your work-site: know who can answer questions and provide assistance.

- Keep co-workers involved and up to date on campaign progress.
- Forward the Campaign Leader all necessary information in a timely fashion

After the Campaign

- Coordinate recognition of Local Coordinators.
- Share final results.
- Solicit feedback for next year.

Notes

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Notes